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# IDENTIFICATION OF NEGATIVE FACTORS OF TOURISM ON THE BASIS OF OPINION OF TOURISTS VIS-À-VIS OPINION OF LOCAL PEOPLE: A CASE STUDY

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## ABSTRACT

*In the present study the author desires to identify the negative factors of tourism that hinders the industry seriously. Identification is exclusively based on opinion of sample tourist vis-à-vis opinion of local people. A methodology has been framed to determine the major and minor negative factors of tourism out of a number of negative factors. The identified major negative factors of West Bengal tourism are Growth of unscientific massage parlors, Exploitation on tourists, over pricing, commercialization of country's culture/customs and water pollution. Other four identified factors viz. Littering, Pick pocketing, Theft and Female prostitution are also affect tourism moderately. The author advised that control measure should be taken to arrest the growth of these negative factors so that they can be nipped in the bud.*

**Keywords:** *Growth of unscientific massage parlors, Exploitation on tourists, Over pricing, Commercialization of country's culture/customs, Water pollution.*

## Introduction

Tourism is one of the fastest growing industries in the world presently. It has become one of the most significant industries across the world. Now its position in respect of world is just below the oil and automobile industries. Tourism industry creates sufficient employment opportunity and brings foreign currency. To enhance national income, tourism plays a vital role. National integration and national understanding is maintained by the tourism industry. It plays a vital role in economic development of a nation, socio-culture and preservation of heritage. Tourism is an extremely labour-intensive industry with high linkage effect. As the world's largest export industry, tourism accounts for about 8% of the total world's largest export, more than 30% of the international trade in services, 10.7% of the global work force and about 12% of world GDP. According to the world Tourism Organisation (WTO), in the year 2020 tourism will be an industry earning five billion dollars a day. The economies of the countries like Hong Kong, Singapore, Sri Lanka and small islands like Mauritius, Fiji, Malta largely depend directly or indirectly on this industry.

India is the sixth largest country in the world after China, Canada, Brazil, USA and Australia. The country is the mother of two primitive civilizations of the world. One is the Indus Valley civilization and the other is the Aryan civilization. India with her vast area, with her physical size and appearance, heritage, cultural, splendid

natural resources, coastlines, minerals, forest cover, old and antique buildings, the Tajmahal, one of the seven wonders of the world, monuments, beautiful temples and mosques, forts, hill stations, scenic beauty, springs, rivers, Canals, ponds, dams, flora and fauna, gardens, historical places, wild life sanctuaries can easily find a permanent place in the firmament of the tourism industry. The Government of India recognized tourism as an industry in the year 1967, establishing a department called 'Tourism and Civil Aviation Department'. From this year the development of tourism in India is started. The Government of India declared the year 1991 as a year of tourism, to give more impetus on tourism development. A report of the ministry of Tourism and Civil Aviation reveals that India's gross foreign exchange earning from tourism was Rs. 283 crores in the year 1997-'78. In this year India received 19.9% more tourists than the previous year. Share of business still confines to only about one per cent of the world's total tourist trade. In the year 1950 the total arrival of tourists in India was 15000. Up to the year 2004 (November) the figure reached in 2.98 million. Now tourism industry is the third largest foreign exchange earner by producing gems and jewellery and ready-made garments in India. Most of the tourists coming to India belong to the countries – UK, USA, Sri Lanka, Germany, France, Japan, Canada, Italy, Malaysia and Singapore.

The role of tourism industry in generation of employment is very significant. Tourism is a labour intensive industry. So a large number of jobseekers can get employment in this industry. According to a report from the Ministry of Tourism, Government of India, number of people already employed in the industry is more than seven million. The number is about 2.4% of Indian total labour force. People directly or indirectly depends on tourism industry in India is around eleven million. Tourism Industry creates employment especially for hoteliers, restaurant-owners, guides, local shopkeepers, merchants etc. The remarkable feature of the industry is that it employs a large number of both educated and uneducated women. Both skilled and unskilled women are employed in this industry. Women, in fact, out number men in hotels, airline services, travel agencies, handicraft and cultural activities. The estimated employment multiplier figure in the tourism industry is 2.36. It means direct employment of 100 persons in tourism industry, which create job for 136 persons in other sectors of our economy. From the viewpoint of employment generation, this multiplier is very attractive than other industry-multiplier.

## **Review of Literature:**

Tourism is an interesting field of empirical research for the researcher of social sciences. Few early researches are being highlighted in this section of the present research work.

In his book, Dr. D. N. Konar (2004) identified the remarkable feature of the tourism industry is that it employs a large number of both educated and uneducated women. Both skilled and unskilled women are employed in this industry. As a labour intensive industry tourism in India has a great potentiality to absorb many unemployed people. He also argued that the development of this industry is mainly depends on country wide infrastructural development.

Studying about the Critical Success Factors for Tourism Development in Less Developed Countries (LDCs), Peter U. C. Dieke (2005) experienced that the tourism literature much has been written about tourism planning, more is being written about policy but implementation strategies are often neglected. Perhaps this is symptomatic of the fact that most tourism academics never become practitioners and the gap between theory and practice has yet to be satisfactorily bridged.

Understanding Tourist Destination Growth Through a Systems Approach, Allan R. Rhodes Espinoza (2006) opines that while describing the components of the system such as the Traveler Generating Regions (TGR), the Transit Routes (TR) and the Tourist Destination Regions (TDR) one must analyze them under the influence of diverse environments. Tourism growth in a specific destination cannot be comprehensively understood unless the other regions, TGRs and TRs, as well as the environments influencing in each region are studied.

Dr. Amit Kr. Chakrabarty (2006) confirmed in his study that the problem of unemployment in South East Asia may be arrested by developing tourism industry as the employment multiplier of that industry is 2.36.

Nimi Dev R and Gabriel Simon Thattil (2006) explain tourism as an industry is a high priority one in terms of employability, exchange earnings and eco-friendliness. They also established in their study that the coastal belt of Kerala provides the right setting for beach tourism and there are spots like 'Varkala Beach' which combines beach tourism and pilgrimage tourism.

H. C. Honnappa and K. G. Ramakrishna (2006) arrived at the conclusion that tourism is a surplus generating activity. It is a low cost business and it provides employment to the organized labour as well as unorganized labour. Unorganized labour provides fundamental services such as food, shelter, transportation, daily needs and tourism guide at the tourist centers.

According to Yathish Kumar (2007) sustainable tourism is a new concept, which says that the tourism development should meet the needs of the present without compromising the ability of future generation to meet their needs. Tourism industry is one of the major segments of our economy, it contributes major part of foreign exchange and generates employment and helps infrastructure development.

The finding of the study of Zaveri Fredi Russi (2007) shows tourism industry has a great scope to develop. Tourism contributes towards economic development by way of increase in the level of national income, national employment and the increase in the foreign exchange reserves of the nation. Tourism can thrive only in the secure environment. Thus, security systems management in the tourism industry has its own importance.

T.P. Mammooty and Dr. P.T. Raveendran (2008), suggests that in order to achieve the goal of positioning Malabar as an international tourist destination and to achieve the economic objectives, there is a need to formulate a Master Plan for Malabar. In order to realize the economic benefits in a concrete way, the mindset of the society has to be changed so as to create a better atmosphere paving the way for the development

of this novel and humane industry for the betterment of Malabar in particular, and the entire State of Kerala and its people in general.

Empirical study of P. Bheemaraj (2008) reveals that in India, 50 lakh people are employed either directly or indirectly in the tourism industry. The condition of tourism industry to the economy of Trichirappalli is important and there is ample scope to improve performance of this sector. Tiruchirappalli has a perfect blend of culture, tradition, historical and religious significance, riverside picnic spots as well as hilltop location with scenic beauty near by.

In the present research work the author desires to identify the negative factors of tourism on the basis of opinion of tourists vis a vis opinion of local people which hinders the tourism industry in the State of West Bengal, India.

## **Objective of the Study**

Determination of major negative factors of tourism in West Bengal is the prime objective of the present study. On the basis of tourism literature, observation, opinion of knowledgeable persons, informal talks with foreign and domestic tourists the author primarily identified nine negative factors of tourism viz. (a) Growth of unscientific massage parlors, (b) Exploitation on tourists, (c) over pricing, (d) commercialization of country's culture/customs, (e) Water pollution, (f) Littering, (g) Pick pocketing, (h) Theft and (i) Female prostitution. Out of nine of which the major negative factors directly and seriously affect the tourism industry are proposed to be establish with the help of empirical evidence and statistical technique of analysis.

## **Hypotheses**

In order to realize that objective of the study, the following null hypotheses have been formulated.

Ho: Variance of opinion of tourists and opinion of local people regarding negative factors of tourism viz. (a) Growth of unscientific massage parlors, (b) Exploitation on tourists, (c) over pricing, (d) commercialization of country's culture/customs, (e) Water pollution, (f) Littering, (g) Pick pocketing, (h) Theft and (i) Female prostitution are not different significantly.

### ***Alternative hypotheses are***

Ha: Variance of opinion of tourists and opinion of local people regarding negative factors of tourism viz. (a) Growth of unscientific massage parlors, (b) Exploitation on tourists, (c) over pricing, (d) commercialization of country's culture/customs, (e) Water pollution, (f) Littering, (g) Pick pocketing, (h) Theft and (i) Female prostitution are different significantly.

## **Limitation of the Study**

The study is confined to the jurisdiction of State West Bengal, India. The present study is based on the opinion of twenty-one sample tourists and twenty-one sample

local people of the tourist centers of West Bengal. The inference of the study may differ due to change of sample size and composition of sample. So the findings of the study may not be generalize.

### ***Description of Attributes***

In the present study the author identified nine independent attributes viz. (a) Growth of unscientific massage parlors, (b) Exploitation on tourists, (c) over pricing, (d) commercialization of country's culture/customs, (e) Water pollution, (f) Littering, (g) Pick pocketing, (h) Theft and (i) Female prostitution. Only one dependent attribute is 'Tourism'.

## **Methodology**

### ***Selection of Sample***

The study has been conducted to identify the major negative factors of West Bengal tourism within the jurisdiction of State West Bengal, India. A sample of twenty-one tourists including seven foreigners and ten females has been selected at random out of tourists who visited different tourist centers of West Bengal. Likewise twenty-one local people including ten females have been selected at random from different tourist centers of West Bengal.

### ***Selection and Description of Tool***

The tool that has been selected to collect the opinion of sample tourists and local people is a structured questionnaire. The detailed about the tool is discussed below:

### ***Questionnaire Details***

The questionnaire has been prepared to get the opinion of tourists and local people regarding the negative factors of tourism that hinders the tourism industry. The questionnaire is structured and close ended. There are nine items, subjects to three options viz. highly, moderately and negligibility having different scores for each of them. Respondents are requested to give their opinion considering the degree of intensity of each negative factor according to their perceptions. The medium of questionnaire is English and also Bengali for easy comprehensions and communication.

### ***Collection of Data***

The primary data have been collected directly from twenty-one tourists and also twenty-one local people through door-to-door investigation and personal meetings by the investigator himself. Respondents are requested to give their natural, free and frank responses to the queries. They are taken into confidence and are told that the information is required only for research purpose and will be strictly kept secret.

### ***Tabulation and Scoring***

The data that have been collected through questionnaire are compiled on suitable tabulation sheet, which is also prepared for the purpose.

The data obtained from tourists and local people are scored, keeping in mind the 'Likert Scoring System'. Score three is allotted to each 'highly' response. Score two is allotted to each 'moderately' response and score one is allotted to each 'negligibly' response.

### Statistical Technique Used

The data are tabulated and analyzed keeping in view the objective spelt out and hypotheses formulated. Rank Correlation coefficients ( $\rho$ ) are calculated to study the degree of relationship between opinion of tourists and opinion of local people regarding the negative factors of tourism. 'F-test' has been used to study whether the variance of opinion of tourists and also local people regarding the negative factors of tourism are significantly consistent or not. The test has been made at 5% significance level.

### Findings

The findings of the study have been shown in the table given below:

Attributes	Rank Correlation Coefficient ( $\rho$ )	Calculated Value of 'F'	T.V. of F at 5% sig. Level	Degrees of Freedom	Hypothesis Accepted $H_0 / H_a$
<b>Tourists' Opinion Vs. Local People Opinion Regarding:</b>					
A. Growth of unscientific massage parlors	.82	1.18	2.91	12/10	$H_0$
B. Exploitation on tourists	.89	1.79	2.91	12/10	$H_0$
C. Over pricing	.79	1.32	2.91	12/10	$H_0$
D. Commercialization of country's culture/customs	.75	1.57	2.91	12/10	$H_0$
E. Water pollution	.69	1.51	2.91	12/10	$H_0$
F. Littering	.41	1.99	2.91	12/10	$H_0$
G. Pick pocketing	.38	1.89	2.91	12/10	$H_0$
H. Theft	.53	1.78	2.91	12/10	$H_0$
I. Female prostitution	.49	2.42	2.91	12/10	$H_0$

### Concluding Observations

The study establishes the hypotheses that variance of opinion of tourists and opinion of local people regarding negative factors of tourism viz. (a) Growth of unscientific massage parlors, (b) Exploitation on tourists, (c) over pricing, (d) commercialization of country's culture/customs, (e) Water pollution, (f) Littering, (g) Pick pocketing, (h) Theft and (i) Female prostitution are not different significantly. Which confirms that the primarily identified negative factors of tourism are definitely hinders the tourism industry of West Bengal seriously. On the basis of degree of relationship of bipolar

opinion the major negative factors of tourism are identified. These are Growth of unscientific massage parlors, Exploitation on tourists, over pricing, commercialization of country's culture/customs and water pollution. Other four factors viz. Littering, Pick pocketing, Theft and Female prostitution are also affect tourism moderately.

On the basis of informal talk with the tourists and local people, the author identified a number of negative factors of tourism such as over crowding, spread of AIDs and STDs, drug trafficking, male prostitution, child prostitution, pornography, difficulties in flight services, difficulties in customs clearance, growth of illegal money changer, exploitation of natural resources, alcoholism, increase in land value in tourists centers and off seasonal unemployment which affects the industry more or less as per capacity.

## Recommendation

Since tourism industry is the third largest foreign exchange earner by producing gems and jewellery and ready-made garments in India and also the employment multiplier of the industry is 2.36, the government should take necessary steps to check the negative factors as far as possible for the development and smooth growth of the industry. The role of the host community in this regard may not be ignored.

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